



NEWS ALERT

Marketing to Healthcare Professionals



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Target Nursing Home Equipment Buyers
 Golden Ventures and Sunrise Senior Living are the nation's two largest nursing home groups, each with more than 320 locations. See the other 48 top groups, plus the top 50 nursing homes ranked by bed size in this complimentary market report. Also learn about nursing home ownership, treatment types, and locations. [Download here](#)

Just Published: Largest Home Healthcare Agencies
 The home healthcare equipment industry generates more than \$20 billion in revenue and is one of the fastest growing segments of health care. Market drivers include an aging populace and the search for alternatives to expensive in-patient care. This complimentary market report identifies the top 50 agencies and the most popular treatment services they offer. [Download here](#)

New to the Market: Sell to Group Medical Practices
 Selling to the group headquarters is more efficient than trying to reach the individual physician or location. Now a new database identifies 33,000 physician medical groups and the decision-makers in those groups. Find the biggest sales opportunities by targeting those who have the most purchasing influence. [Read more](#)

Hospital Data Added to Online Count System
 For the busy marketing manager, *Live Counts* offers instant mailing list counts and pricing with same-day electronic fulfillment on most purchases. Run counts online and know your costs before you buy. No need to register unless you buy. Query a database of 1.1 million physician office contacts and 231,000 hospital contacts. Choose from dozens of selections for accurate targeting. [Start counts here](#)

In the News: Trends in the Long-Term Care Market
 Did you know that seniors represent the fastest growing age group in the United States? It is projected that the 75+ population will increase 70 percent by 2025. Learn more about opportunities in the long-term care market. [Read more](#)

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Business Office Managers
254,595 professionals

Hospital Management
231,527 professionals

Nursing Home Management
185,742 professionals

Home Healthcare Management
29,603 professionals

Food Service/Nutrition Management
19,706 professionals

Medical Records Decision Makers
37,058 professionals

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